PHILIP MORRIS U.S.A.
INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Frank Alfieri

DATE: June 2, 1995

FROM J. Yvette Robinson/Event Marketing

SUBJECT: Event Fact Sheet for 116th Street Festival

Marlboro Community Event Marketing will be a participant at the 116th Street Festival in New York, June 10, 1995. Specific information is as follows:

EVENT: **116TH STREET FESTIVAL**

DATES: June 10, 1995

TIME: Saturday: 12 pm - 9 pm

LOCATION: New York (116 Street - First to Park Avenue)

PHILIP MORRIS ACTIVITIES: As the exclusive tobacco sponsor, Marlboro will have a major presence at this event and receive the following:

- The exclusive rights to conduct tobacco sales, name generation activities and branded incentive distribution to smokers twenty-one years of age or older from promotional booths at the Event;
- A 10' x 20' promotional tent to be utilized for incentive item distribution and product sales at the Event, which will be provided by the Philip Morris;
- The right to present a MARLBORO music stage at the 116th Street Festival Supersite located on 2nd Avenue. Talent and staging will be provided by Philip Morris;
- The right to hang banners and signage on and around the promotional tent and at other locations at the site of the Event to be mutually agreed upon by both parties; and,
- The right to recognition in advertising placed in connection with the Event and to approve in advance all materials and announcements prepared by Promoter that mention Philip Morris, MARLBORO, provided, that the approval is effected on a timely basis.

MANPOWER: Phoenix Marketing, Inc. will handle all on-site execution of Marlboro activities.

Should you have any questions or concerns, please contact me at 212/878-2762.

jyr/me

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